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1 [Just-in-time contextual advertising](#)

 Aris Anagnostopoulos, Andrei Z. Broder, Evgeniy Gabrilovich, Vanja Josifovski, Lance Riedel
 November 2007 CI KM '07: Proceedings of the sixteenth ACM conference on Conference on informat
 and knowledge management

Publisher: ACM

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Contextual Advertising is a type of Web advertising, which, given the URL of a Web page, aims to embed into the page (typically via JavaScript) the most relevant textual ads available. For static ads that are displayed repeatedly, the matching ...

Keywords: text classification, text summarization

2 [interactions: Volume 15 Issue 3](#)

 May 2008 [issue](#) [Volume 15 Issue 3](#)
 Publisher: ACM

 Full text available: [Digital Edition](#), [Pdf](#) (7.95 MB) Additional Information: [full citation](#)

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4 [Theory research at Google](#)

 Gagan Aggarwal, Nir Ailon, Florin Constantin, Eyal Even-Dar, Jon Feldman, Gereon Frahling, Monika Henzinger, S. Muthukrishnan, Noam Nisan, Martin Pál, Mark Sandler, Anastasios Sidiropoulos
 June 2008 ACM SIGACT New s, [Volume 39 Issue 2](#)
 Publisher: ACM